

NOVEMBER 4, 2020

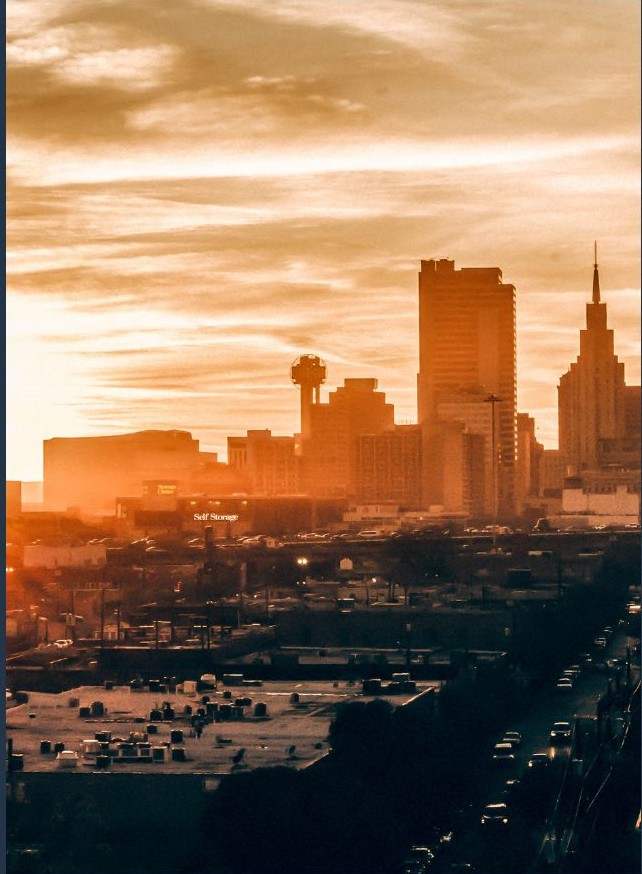
Sambian Case Assignment

Internal Communication



Agenda

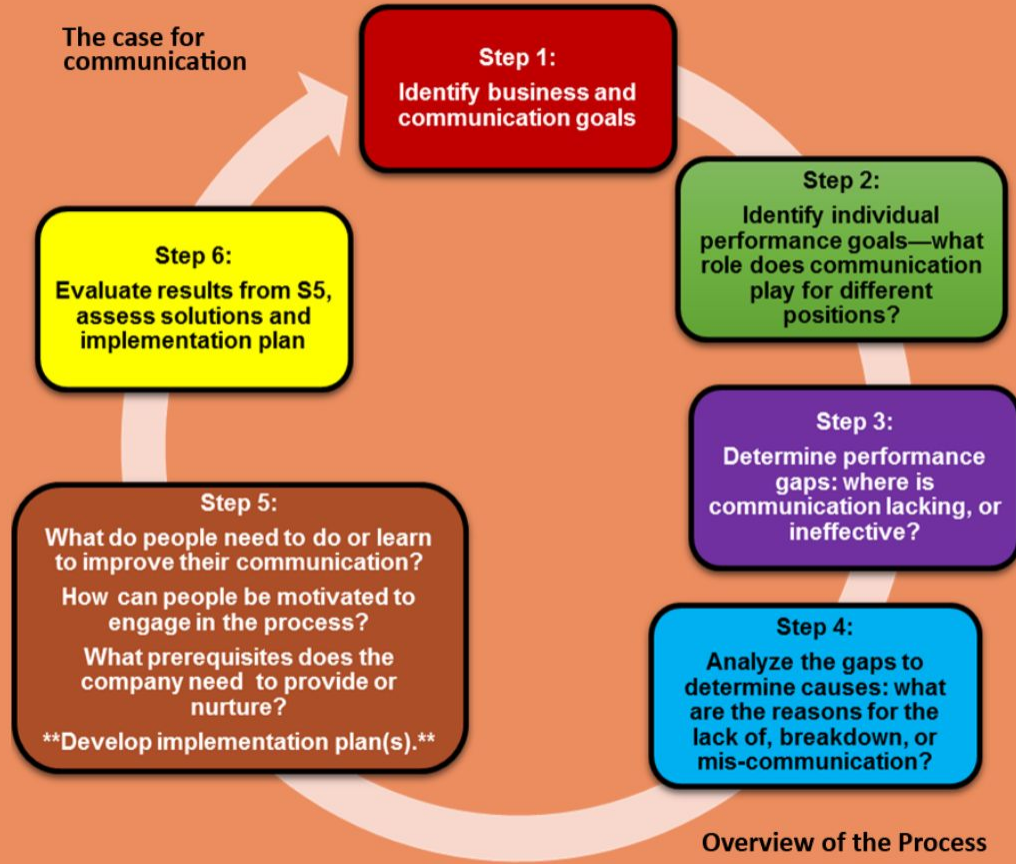
- Introduction of Case
- Six-Step Process Model
 - * Steps 1 - 2: Business & Individual Communication Goals
 - * Steps 3 - 4: Communication Gaps
 - * Steps 5 - 6: Solution & Implementation
- Summary



Introduction of Case

- Promising employees are leaving.
- Lack of communication and honesty among employees

Six-Step Process Model



ORGANIZATIONAL FLOW CHART

HELEN GASBARIAN
CEO

MARY DONILLO
HEAD OF HUMAN RESOURCES

PAUL BONNEY
HEAD OF SALES

BOB WORTHAM
VP OF ENGINEERING

NONE
HEAD OF COMMERCIAL DESIGN

ADRIENNE PERLE
ENGINEER

TOM FORSYTHE
ASSISTANT DIRECTOR

SAVANNAH DORSEY
ENGINEER

HAL POPE
DESIGNER

COMMUNICATION GAPS

HELEN GASBARIAN
CEO

SALES

HEADS

MARY DONILLO
HEAD OF HUMAN RESOURCES

ORGANIZATION

MARY DONILLO
HEAD OF HUMAN RESOURCES

DESIGN

EMPLOYEES

EMPLOYEES

INDIVIDUALS

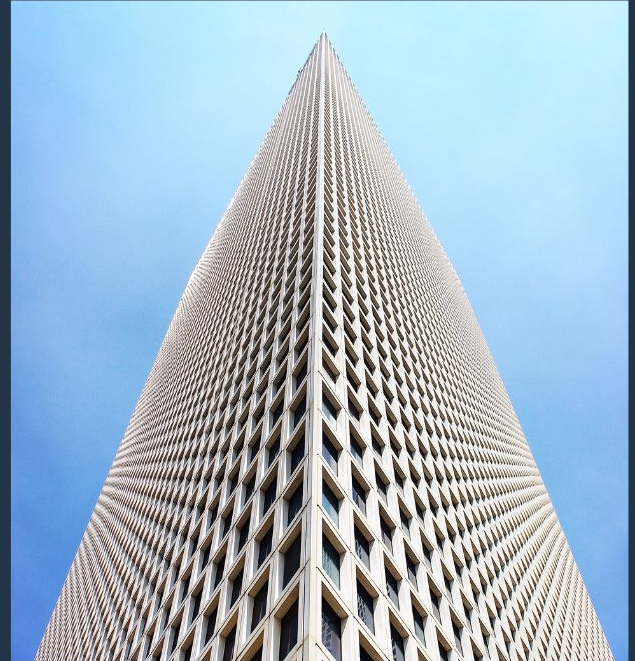
ANALYSIS OF GAPS

- Lack of common mission & goal
- Lack of strong leadership
- Lack of honesty in communication



Solutions

- Hire consultants to work alongside Helen
- Develop new mission and vision statements
 - All management and employees involved
- Create new positions to offer promotions





Implementation:

4 Quarter Redevelopment Plan

- Small workshops to encourage employee contribution
- Consultants guide Helen to make long term changes
- Develop open-door policy
- Release employee assessments and feedback surveys

Summary

Sambian Needs:

- Improve mission and vision statements
- Improve overall communication

